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press release
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Strong Sales, New Offerings Spring The Reserve At Lake Keowee Into 2013

Award-winning private mountain-lake residential community expands

GlobeNewswire
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SUNSET, Mar 21, 2013 (GLOBE NEWSWIRE via COMTEX) -- Spring has officially sprung at The Reserve at Lake Keowee. With healthy sales, new neighborhoods and model homes underway, and exciting ways to experience the community this year, The Reserve at Lake Keowee is poised for a successful 2013.

Buyer confidence bolsters sales forecasts, inventory release, and construction

The Reserve at Lake Keowee exemplifies a community benefiting from the optimism returning to the second- and vacation-home real estate market. With construction prices and mortgage rates low and the stock market high, the innate qualities that make The Reserve so appealing to buyers - location that blends the privacy and beauty of the Blue Ridge Mountains and Lake Keowee with the proximity to the nationally-acclaimed city of Greenville, S.C., a four-season, mild climate, and first-in-class amenities - are now, it seems, being capitalized upon by buyers from across the country at a post-2008 record pace. The number of real estate contracts signed so far in 2013 has increased by nearly double over the same period last year.

"It's been quite some time since we have seen this level of sales this early into the year," noted the community's director of sales Rutledge Livingston. "Though there are always economic uncertainties at a macro level that we cannot control, we feel the sales pace so far this year presents an opportunity for us meet or exceed our internal goals for 2013."

The Reserve currently has a variety of premium, hand-selected waterfront homes and homesites - as well as move-in ready and low- to maintenance-free homes - available. This spring, the community will release phase one of a new neighborhood of eight lake access parkside homes called High Grove, with a model planned to open later this year. It will open two fully furnished model homes currently under construction within its existing Village Point and Laurel Pond Cottages neighborhoods. This summer, The Reserve plans to unveil a collection of ready-to-build homesites located along the community's award-winning Jack Nicklaus Signature Golf Course.

New experiential tools and events allow buyers to test drive the lifestyle

The Reserve at Lake Keowee has invested significantly in its marketing and events for the year ahead to help drive demand. The community's new website - www.ReserveAtLakeKeowee.com - elevates the experience of introducing its award-winning residential community to families across the world who are considering relocating or retiring to the Carolinas and includes expansive visuals, an interactive map tool, and a more user-friendly, intuitive navigation. To heighten the launch of the website, The Reserve has increased its budget for search engine optimization and paid search planning, and this spring will be unveiling a new branding suite.

"We are especially eager to share The Reserve - and this incredible area of the country - with families around the world," said Mike Agee, director of marketing for The Reserve at Lake Keowee. "Our new website and branding will be integral tools to help us come as close as we can to communicating the beauty and hospitality of the mountain-lake lifestyle here. Although nothing beats being here to see it for themselves, we hope that our marketing approach this year will be a persuasive motivator for those in the market for a second vacation, or retirement home to plan a visit sooner rather than later."

The new website comes at a very opportune time for The Reserve at Lake Keowee. All eyes will be on the community this May as The Reserve's Jack Nicklaus Signature Golf Course debuts in the nationally televised BMW Charity Pro-Am presented by SYNNEX Corporation. The Web.com Tour's most successful charity golf tournament has added The Reserve at Lake Keowee to the rotation for its May 16-19 event. Fresh from being ranked among the Top 50 Private Practice Facilities in America by the Golf Range Association of America

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(GRAA). The Reserve's Jack Nicklaus Signature Golf Course will enjoy national television coverage on Golf Channel and play host to the tournament's annual field of Hollywood household names, amateur and PGA professional golfers

About The Reserve at Lake Keowee

Created in 2000 by Greenwood Communities and Resorts, The Reserve at Lake Keowee is an award-winning residential community that spans 3,900 acres in the foothills of the Blue Ridge Mountains with 30 miles of shoreline on Lake Keowee and convenient access to nationally-recognized commercial and cultural centers that include Greenville, S.C., Asheville, N.C., and Clemson and Furman Universities. A 200-slip Marina, Village Center, Jack Nicklaus Signature Golf Course, and more than 1,400 acres of parks, preserves, trails, and green spaces highlight more than $100 million in completed family amenities at The Reserve. The Reserve has approximately 700 members from 30 different states, with an additional 1,000+ extended family members who enjoy club privileges through the multi-generational Legacy Membership program. (update these numbers - please ask Mike/Lauren) Homesites at The Reserve start in the $100,000s; homes, in the low $400,000s. To learn more, call 877-922-LAKE (5253), visit www.ReserveAtLakeKeowee.com

About Greenwood Communities and Resorts

Greenwood Communities and Resorts, based in Greenwood, S.C., is a leader in the creation and management of award-winning residential and resort communities in the southeastern United States since 1978. Beginning with the award-winning Palmetto Dunes Resort at Hilton Head Island and evolving to current communities like The Ponds, Big Canoe near Atlanta and The Reserve at Lake Keowee, Greenwood's mission has remained the same: Create memorable places that foster meaningful and fulfilling lives.

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